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SPEAKING & WRITING

Beginning with this issue, *Speaking & Writing*, the listing of H&S people who give talks and publish papers, will be published separately from *H&S Reports*. This section of the magazine was quite literally a victim of its own success.

Speaking & Writing has been a regular feature of *H&S Reports* since the first issue appeared in the autumn of 1963. Only the office profile has been a regular feature of the magazine as long. In that first issue, the three-page *Speaking & Writing* section listed a total of eighty-six names. For comparison, in the spring 1976 issue of *H&S Reports* a total of sixty names appeared on the first page of the *Speaking & Writing* section—which consisted of six pages in all.

The number of speaking engagements filled by H&S professional people today and the number of their published writings together form a list too long for convenient inclusion in the magazine. *Speaking & Writing* will henceforth appear regularly as a separate newsletter, a format we believe will permit more emphasis to be placed on this very important element in the professional lives of our people and the practice of the Firm. It will also provide a more accessible guide to individuals with particular interests and expertise. In this age of specialization, this new format will certainly become an important reference tool.

SUMMING IT UP

Now that we've announced the winners of The First H&S Photo Contest and displayed their photographs elsewhere in this issue, some observations may be in order. These are based on questions asked during the course of the contest.

Probably the one question raised most often concerned how the winners were selected. All five of the judges were from outside the Firm. They were Dane Bath, picture editor for *The New York Times*, a client; Renee Bruns, managing editor of *Popular Photography*; Barbara Richer, assistant art director of *Ms.* magazine, an H&S client; Robert Sadler, art director for *H&S Reports*; and Harold Singer, senior vice president and director of creative services for Wells, Rich, Greene, Inc., a client.

Once the deadline was past and all entries received—more than two hundred photos were submitted by people representing about forty practice offices—an initial viewing was held to eliminate those photos obviously not in the running. Since it would be almost impossible to get five individuals to agree on ten winning photos in a reasonable time, a point system was used. Each judge gave five points for first choice in each of the categories (color and black-and-white), four for second place, and so on down to one point for fifth place. Winners were selected on total points accumulated by each entry.

Statistically, the selection of winners proved interesting. Three of the winners are from the New York office, three from Executive Office. This, then, means that 60 percent of the winning entries came from people in the Metropolitan New York area. Was it favoritism on the part of the judges? Not likely, since the photos were assigned code numbers and the panel did not know the names of the contestants or where they came from. The figure most likely reflects the fact that although entries were received from many practice offices, the largest number on a percentage basis was submitted by people from New York and EO.

Other questions are intriguing but impossible to answer. In the color category, for example, what are the odds on two of the five prizes going to people in New York, while two more went to people in Houston? Or in the black-and-white category, what are the odds against three of the five winning entries being taken by people from Executive Office? What are the odds against eight of the ten winners living on the east coast?

In any event, we were pleased by the response to the contest and hope that everyone who entered derived some enjoyment, perhaps even a small measure of excitement, from The First H&S Photo Contest.

The Staff
H&S Reports